

**Issues and concerns to be addressed by
Ministry of Culture
For enhancement of the National Tourism Economy**



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**Green Revolution
White Revolution..
IT Revolution..**

now it is time for a

Tourism Revolution

Current Status

- **Employment Created – 50 Million jobs**
 - **GDP Contribution – 6%**
- **Foreign exchange earnings 12 billion USD**

2015 Potential

- **Employment created 75 million**
 - **GDP Contribution 8%**
- **Foreign exchange earnings 25 billion USD**

Ownership of the 2015 potential rests with the Ministry of Culture whose partnership with the Tourism industry is sincerely requested to realize this potential, which is of national importance and contributes significantly to inclusive growth

Culture & Tourism:

There is a growing relationship between tourism and culture, and the way in which they have together become major drivers of destination attractiveness and competitiveness. Recent case studies illustrate the different facets of the relationship between tourism, culture and regional attractiveness, and the policy interventions, which can be taken to enhance the relationship. A strong link between tourism and culture can be fostered to help places become more attractive to tourists, as well as increasing their competitiveness as locations to live, visit, work and invest in.

Culture and creative industries are increasingly being used to promote destinations and enhance their competitiveness and attractiveness. Many locations are now actively developing their tangible and intangible cultural assets as a means of developing comparative advantages in an increasingly competitive tourism marketplace, and to create local distinctiveness in the face of globalization.

With the growth of Tourism Industry in India it is necessary to develop infrastructure and modernize our cultural heritage sites and places of importance. This coupled with visitor friendly policies enhance the relationship link between Culture and tourism for economic development.

Macro Issues:

- There is a need to take up an integrated pilot project for destination management for specific destinations incorporating best practices, international benchmarks. This pilot study could be used as a model and replicated/modulated as per need assessment of other destinations.
- India should make the most of its topography, natural resources and culture to develop not only traditional products but also non traditional products of tourism
- Ministry must drastically improve facilities at the World Heritage Sites. It must take up as a pilot project comprehensive planning and holistic development of a couple of destinations (preferably world heritage sites) to match world-class standards.
- Ministry should monitor projects and use the leverage of extending revenue grants to States under project compliance basis. In the context of the need to protect and conserve the environment & heritage Ministry must engage with State Governments while granting them projects to implement global best practices, legislation, benchmarking procedures and standards to ensure Responsible & inclusive tourism should monitor projects and use the leverage of extending revenue grants to States under project compliance basis.
- Focus and develop local traditions, arts, crafts to ensure holistic development.

Micro Issues:

- Stepping up investment and boosting (world class) infrastructural activities, and enhancing security should be on the top of the agenda.
- Service quality at the Monuments, Heritage sites must be at par with world-class standards.
- To project an Incredible and Inclusive India - Commercialization should not result in dehumanizing tourism.
- Adequate importance should be given to inductive research on historical importance and contemporary relevance.
- Tourist guides must develop a good rapport and impart correct information to tourists - training are crucial cogs in the wheel of tourism
- Edutainment is in vogue - we must circulate it faster - from touring to learn we should move to learning to tour.

- Maintenance and upkeep of Museums at tourism sites across India.
- Toilet & Sanitation facilities/ condition and locations remain needs urgent attention and upkeep.
- Signage inadequate and of low quality and monuments often lack proper lighting

Quick Wins:

- The image perception of India as a country rich in culture and heritage but not tourist friendly needs correction. This will entail attention to destination and heritage management systems and projects with specific attention to issues concerning safety of tourists, ensuring cleanliness and sanitation facilities and providing a quality experience.
- Effective maintenance of existing facilities and training of staff to ensure quality experience of the tourists
- Café and toilet facilities at each monument run by the private sector
- Multi lingual literature to cater for Tourists from different states and countries.
- Smart card for entrances at all monuments
- Beggar and tout free zones – 50 meter radius of the monument.
- Ambulances at all monuments where there is a large tourist inflow – we could start with the world heritage sights
- Place security screening machines at important monuments to speed entry process
- Privatize management of local amenities/ facility within monument areas to ensure quality and minimum standard
- Remove or ease the procedure of granting permissions for professional photography/ shooting to generate wider publicity
- Selective branding to be considered in monument area in lieu of sharing of upkeep costs.
- Selectively allow use of monument sites as venues for events to enhance experience
- For night entry at the Taj Mahal, ASI should amend and issue tickets till at least 3 PM on the same day so that visitors are not deprived as most cannot come one day in advance merely to buy tickets

Conclusion:

The success of any Tourism depends upon the benefits it gives to the various users. Ministry of Culture is a key facilitator of Tourism and is of paramount importance for implementation and constant improvement in Tourism Policy. The tourism industry of India is based on certain core nationalistic ideals and standards which are: Swaagat or welcome, Sahyog or cooperation, Soochanaa or information, Sanrachanaa or infrastructure, Suvidha or facilitation, Safaai or cleanliness and Surakshaa or security – let us focus on the developments of these pillars for success in tourism.

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